

Ref: RB/RB/BM

05 October 2011

Mr J Hardman
Barnhill Marketing
Bankhead Lodge
Old Coach Road
Broxton
Cheshire
CH3 9JL



Dear Jeff,

We would like to thank you for your assistance with our review of strategic marketing for the Green Homes project.

At our first meeting, you assisted us to clearly define what our offer is and therefore who our target market is. We were a bit surprised, having commenced trading, that we had misunderstood our market to that extent. In hind-sight we see that the misunderstanding arose out of morphing a grant-funded jobs-support project in a low-income area into an added value upper-income consumer sales operation.

We were also pleased with the steer you provided on below the line matters, especially the website.

Armed with a better understanding of our target market we are confident that we can progress with our business plans.

Yours sincerely

Richard Baines
Director of Sustainable Development